



WPTV

ORDER

Print Date 08/31/12

Page 1 of 2

Flight Dates 09/06/12-09/10/12

Contract / Revision 309343 /

Original Date / Revision
08/27/12 08/29/12

Advertiser Treasure Coast Jobs Coaliti

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

TCJC Tresure Cst. Jbs Coa. FL

Agency Com 15%

Billing Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 906910

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	18	\$17,595.00	\$20,700.00	0.00
Totals	18	\$17,595.00	\$20,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/10/12	18	\$17,595.00	\$20,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	09/06/12	09/07/12	M-F 5-6a M-F 5-6a	CM	5-6a	---11--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	---11--		2		\$500.00		0.00					
N 2	WPTV	09/08/12	09/08/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	-----S-		1		\$750.00		0.00					
N 3	WPTV	09/08/12	09/08/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00



WPTV

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Page 2 of 2

Contract / Revision **309343** Flight Dates **09/06/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/27/12/ 08/29/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **TCJC Tresure Cst. Jbs Coa.** Estimate # **906910**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	09/08/12	09/08/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$1,000.00		0.00			
N 4	WPTV	09/09/12	09/09/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$1,000.00		0.00			
N 5	WPTV	09/06/12	09/10/12	M-F 530-6p M-F 530-6p	CM	530-6p	1--11--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---11--					2	\$1,000.00		0.00			
Week:		09/10/12	09/16/12	1-----					1	\$1,000.00		0.00			
N 6	WPTV	09/08/12	09/08/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$600.00		0.00			
N 7	WPTV	09/06/12	09/10/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1--1---	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---1---					1	\$500.00		0.00			
Week:		09/10/12	09/16/12	1-----					1	\$500.00		0.00			
N 8	WPTV	09/06/12	09/10/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1--11--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---11--					2	\$2,000.00		0.00			
Week:		09/10/12	09/16/12	1-----					1	\$2,000.00		0.00			
N 9	WPTV	09/06/12	09/10/12	M-F 7-730p M-F 7-730p	CM	7-730p	1--11--	:30	3	\$950.00	P-2	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---11--					2	\$950.00		0.00			
Week:		09/10/12	09/16/12	1-----					1	\$950.00		0.00			
N 10	WPTV	09/06/12	09/06/12	Thursday Prime A Thursday Prime A	CM	8-9p	---T---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$3,500.00		0.00			
Totals													18	\$20,700.00	